

RHETORICAL APPEALS

ARISTOTLE & BEYOND

PARLOR METAPHOR

THE PHILOSOPHY OF LITERARY FORM BY KENNETH BURKE

Parlor – public room (“parler”= to speak)

Imagine that you enter a parlor. You come late. When you arrive, others have long preceded you, and they are engaged in a heated discussion, a discussion too heated for them to pause and tell you exactly what it is about.

In fact, the discussion had already begun long before any of them got there, so that no one present is qualified to retrace for you all the steps that had gone before.

You listen for a while, until you decide that you have caught the tenor of the argument; then you put in your oar. Someone answers; you answer him; another comes to your defense; another aligns himself against you, to either the embarrassment or gratification of your opponent, depending upon the quality of your ally's assistance.

However, the discussion is interminable. The hour grows late, you must depart. And you do depart, with the discussion still vigorously in progress.

WHAT IS RHETORIC?

Rhetoric – the art of using language effectively and persuasively

Medium – text, speech, film, art, etc.

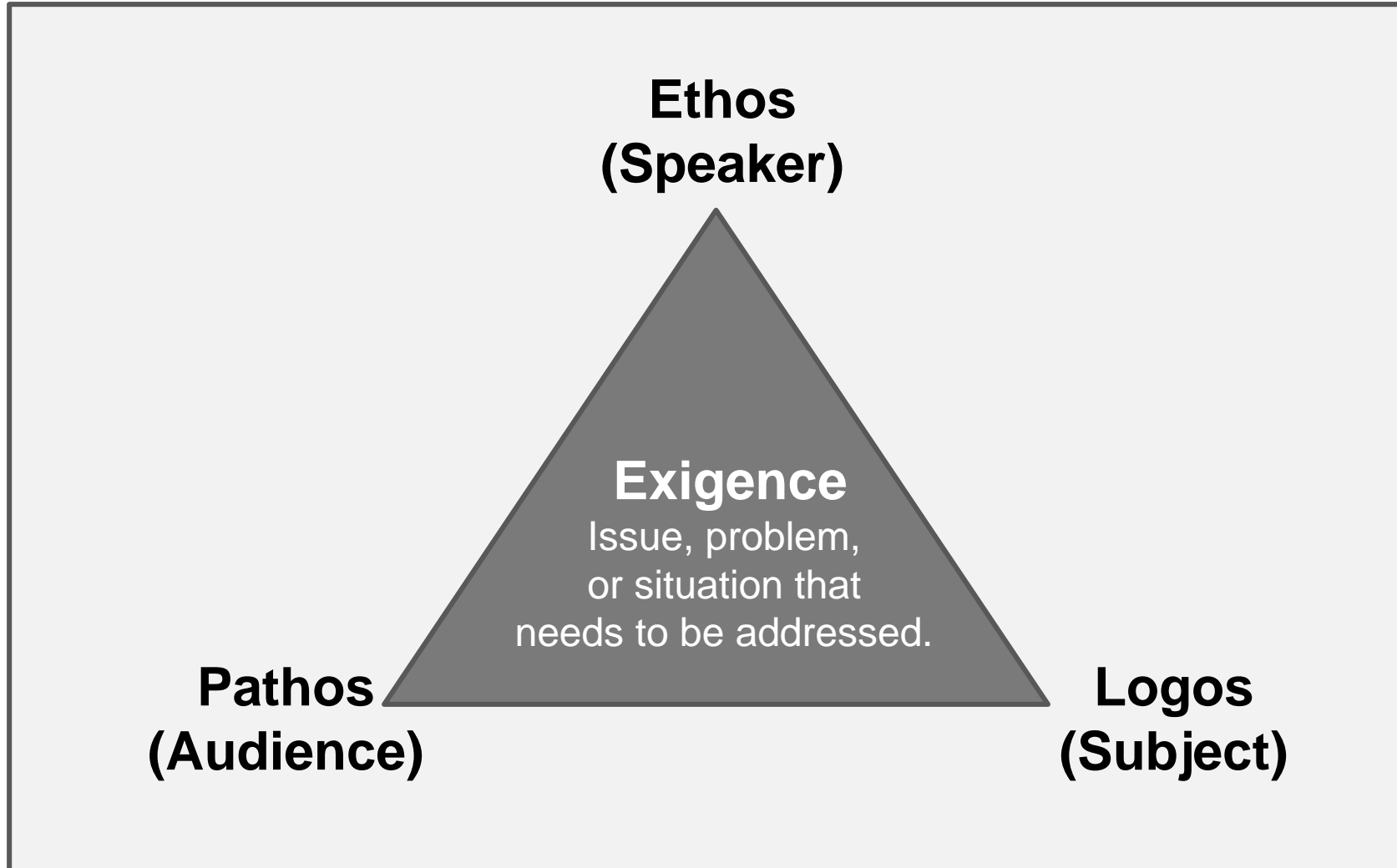
ARISTOTELIAN APPEALS

Ethos – relies on the credibility of the author

Logos – relies on logic and evidence

Pathos – relies on emotion

RHETORICAL TRIANGLE



S.O.A.P.S.TONE

Speaker

Occasion

Audience

Purpose

Subject

TONE

S.O.A.P.S.TONE

Writing practice:

Write a short letter to your parents, asking permission to borrow their expensive car for homecoming.

S.O.A.P.S.TONE

Writing practice:

Write a short letter to your parents, asking permission to borrow their expensive car for homecoming.

Write a letter to your older sibling (real or fake), asking permission to borrow their expensive car for homecoming.

EXAMPLES IN ADVERTISING: ETHOS

RELIES ON THE CREDIBILITY OF THE AUTHOR



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Your "T-Zone" Will Tell You...

T for Taste...
T for Throat!... that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

CAMELS Costlier Tobaccos

A doctor in a white coat and tie is holding a cigarette. In the foreground, there is a pack of Camel cigarettes and a woman's face, suggesting a testimonial or endorsement.

most valuable power

Kobe Bryant is shown in a black jersey and white shorts, dribbling a basketball. In the foreground, there is a large bottle of vitaminwater power-c, suggesting a testimonial or endorsement.

- 3 championships... and counting
- 1,845 bottles of vitaminwater... and chugging
- 1 mvp award... and long overdue

CLACÉAU
vitaminwater
try it... it works for kobe

EXAMPLES IN ADVERTISING: PATHOS

RELIES ON EMOTION



OTHER APPEALS



**Appeal to the Body
(physical strength)**



**Appeal to Body (hygiene, sex appeal)
Appeal to Gender (men AND women)**

**Appeal to Age,
Body, & Gender**



OTHER APPEALS



Appeal to Place



Appeal to Narrative (telling a story)

OTHER APPEALS



Appeal to Time (urgency)
Appeal to Fear

A promotional poster for the Ultra Music Festival 2012. The top half features a cityscape with palm trees and skyscrapers under a bright, hazy sky. A large, stylized blue 'U' logo is centered in the middle. Below the logo, the text '90% SOLD OUT' is prominently displayed. To the right, a ticket stub is shown with the text 'Advance \$299.00 3 Day Combo GA'. At the bottom, there is a call to action: 'BUY TICKETS NOW' and 'ACT NOW BEFORE IT'S TOO LATE... TICKETS WILL SELL OUT SOON!'. A 'GA Ticket Meter' at the bottom shows a red bar indicating 90% sold out.

03.23 | 03.24 | 03.25
Fri | Sat | Sun
2012
Bayfront Park
Downtown Miami

90% SOLD OUT

EARLY BIRDS GA Ticket Meter 90% SOLD OUT

Advance
\$299.00
3 Day Combo
GA
General Admission

► **BUY TICKETS NOW**
ACT NOW BEFORE IT'S TOO LATE... TICKETS WILL SELL OUT SOON!

OTHER APPEALS



Half Restaurant. Half Store.
All Country.

Next Exit



Appeal to Time (past)
Appeal to Place (home)



Warm welcomes. Comin' right up.

Next Exit